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The Influence of Service Quality, Price Discounts, and Application Usability on ShopeeFood Customer Satisfaction in Surabaya

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ABSTRACT

This study examines the influence of service quality, price discounts, and application usability on customer satisfaction among ShopeeFood users in Surabaya. In the contemporary digital era, application-based food delivery services have experienced substantial growth, with ShopeeFood competing alongside numerous similar platforms in an increasingly saturated market. Understanding the determinants of customer satisfaction has become critical for maintaining competitive advantage in this sector. This research employed a quantitative approach utilizing a survey method. Primary data were collected through structured questionnaires distributed via Google Forms to 75 respondents who were identified as regular ShopeeFood users in Surabaya. The data were analyzed using multiple linear regression analysis with SPSS version 26. The findings reveal that service quality does not exert a significant influence on customer satisfaction. Conversely, both price discounts and application usability demonstrate significant positive effects on customer satisfaction. These results indicate that ShopeeFood customers prioritize promotional pricing strategies and user-friendly application interfaces when selecting food delivery services. The study contributes to the understanding of consumer behavior in digital food delivery platforms and provides practical implications for service providers seeking to enhance customer retention through targeted strategic interventions.

Keywords: Application Usability, Customer Satisfaction, Price Discount, Service Quality, ShopeeFood

INTRODUCTION

The advancement of digital technology has catalyzed the rapid expansion of application-based food delivery services throughout Indonesia, with ShopeeFood emerging as a prominent player in this competitive landscape. Operating within an intensely contested market alongside established platforms such as GoFood and GrabFood, ShopeeFood endeavors to enhance customer satisfaction through strategic improvements in service quality, promotional pricing mechanisms, and application usability. However, customer satisfaction cannot be attributed to a single determinant; rather, it emerges from the complex interplay of multiple service dimensions (Olusoji, 2023). This study seeks to examine the influence of service quality, price discounts, and application usability on customer satisfaction among ShopeeFood users in Surabaya, thereby elucidating the key factors that determine user loyalty within this service sector.

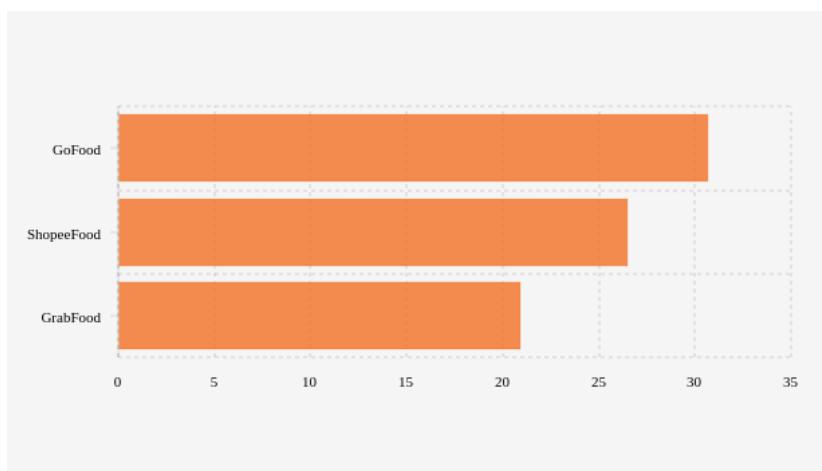


Figure 1 Transaction Value of Food Delivery Services in Indonesia in 2022

Source: databoks.katadata.co.id

As illustrated in Figure 1, GoFood maintains its position as the leading online food delivery platform in Indonesia based on total transaction value. Notably, despite commencing operations only in 2021, ShopeeFood has already surpassed GrabFood in transaction volume, demonstrating remarkable market penetration. According to Kotler and Keller (2016), customer satisfaction represents the fulfillment or exceeding of consumer expectations through the services provided. Kasmir (2018) characterizes service quality as the strategic actions undertaken by business entities or organizations to meet customer expectations and requirements.

Empirical evidence regarding the relationship between service quality and customer satisfaction presents conflicting findings. Research conducted by few researchers demonstrate that service quality exerts a significant positive influence on customer satisfaction (Herawati et al., 2022; Moha & Loindong, 2016). Conversely, Deliyana et al. (2022) reported that service quality does not

significantly affect customer satisfaction, indicating a research gap that warrants further investigation.

Price discounts constitute another critical factor influencing customer satisfaction. Husain et al. (2021) defined price discounts as adjustments to base pricing implemented as recognition for customers who demonstrate specific purchasing behaviors. Studies by Jailani et al. (2022) and Sirait et al. (2022) revealed that price discounts significantly and positively impact customer satisfaction. Nevertheless, Fachri and Waruwu (2022) contradicted these findings, reporting no significant relationship between price discounts and customer satisfaction, thereby highlighting the need for additional empirical examination.

Maskuri et al. (2019) conceptualize application usability as the degree of user confidence when utilizing technology that requires minimal effort due to its inherent ease of use. Research by (N. Hasanah et al., 2021; Putra & Raharjo, 2022) indicated that application usability significantly influences customer satisfaction. In contrast, Deliyana et al. (2022) argue that application usability does not substantially contribute to achieving customer satisfaction, further emphasizing inconsistencies in the existing literature.

Existing literature presents divergent findings across all three variables under investigation. First, regarding service quality, Binaraesa et al. (2021) and Herawati et al. (2022) conclude that service quality significantly and positively influences customer satisfaction performance. Conversely, Wijaya et al. (2023) reported that service quality does not significantly affect customer satisfaction. Second, concerning price discounts, both Iswati and Rustam (2022) and Jailani et al. (2022) demonstrated that price discounts significantly and positively impact customer satisfaction, whereas Silva et al. (2022) asserted that price discounts do not significantly influence customer satisfaction. Third, with respect to application usability, Hasanah et al. (2023) and Putra and Raharjo (2022) establish that application usability significantly affects customer satisfaction, while Deliyana et al. (2022) contended that application usability does not significantly influence customer satisfaction.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction represents the affective state that emerges when expectations are fulfilled or surpassed. Kotler and Keller (2016) defined customer satisfaction as the extent to which a customer's emotional response to a product or service reflects the congruence between expectations and actual performance. Lubis and Andayani (2018) characterize satisfaction as customers' feelings toward the services rendered, evaluated against their expectations or desires. When products or services received align with or exceed customer expectations, satisfaction levels increase proportionately.

Service Quality

Service quality encompasses an organization's capacity to deliver services that meet or exceed customer expectations (Meitasari et al., 2023). Kotler and Keller (2016) posited that service quality represents actions or activities offered between parties that are fundamentally intangible and do not result in ownership transfer. According to Kusmadeni and Eriyanti (2021), service quality comprises all aspects and characteristics of a product or service that reflect its capability to satisfy customer needs.

Price Discount

Price discounts constitute promotional strategies implemented by organizations to attract consumer attention. Tjiptono and Chandra (2019) explicated that price discounts represent pricing policies that reduce product selling prices to stimulate consumer interest. Kotler and Armstrong (2018) defined price discounts as price reductions offered by sellers to buyers for specific products at rates below standard market prices.

Application Usability

Application usability refers to users' perception that an application is easily comprehensible and requires minimal effort for operation. Maskuri et al. (2019) characterize application usability as the level of comfort individuals experience when utilizing technology without requiring substantial effort, attributable to the technology's user-friendly nature. Wahyuningtyas and Widiastuti (2017) described it as an individual's conviction that technology can be employed without encountering difficulties.

Given the background presented above, this research addresses the following research questions: (1) Does service quality influence customer satisfaction with ShopeeFood? (2) Do price discounts influence customer satisfaction with ShopeeFood? (3) Does application usability influence customer satisfaction with ShopeeFood? Accordingly, the objectives of this study are: (1) To examine and analyze the influence of service quality on ShopeeFood customer satisfaction, (2) To examine and analyze the influence of price discounts on ShopeeFood customer satisfaction, (3) To examine and analyze the influence of application usability on ShopeeFood customer satisfaction. Based on the background, research questions, and theoretical foundations presented, the conceptual framework for this study is illustrated as follows:

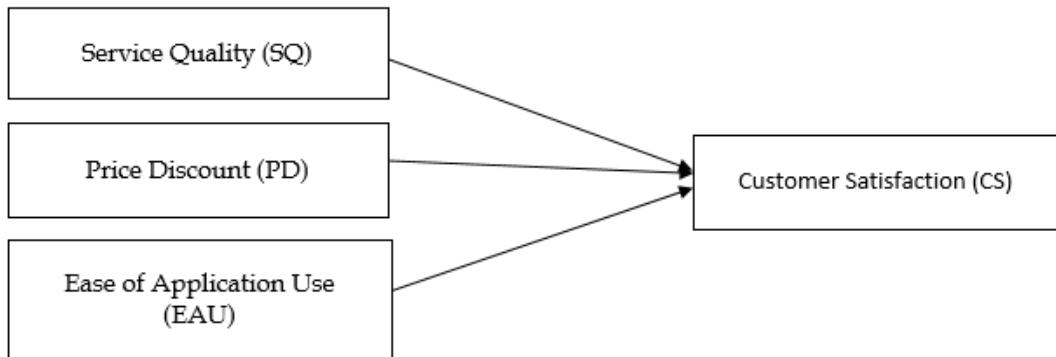


Figure 2 Conceptual Framework
 Source: Author's Analysis

The Influence of Service Quality on Customer Satisfaction

Service quality can substantially affect customer satisfaction. Balinado et al. (2021) stated that service quality reflects an organization's capacity to fulfill customer expectations. When services delivered align with customer expectations, quality is perceived favorably and generates customer satisfaction.

H1: Service quality significantly influences ShopeeFood customer satisfaction.

The Influence of Price Discounts on Customer Satisfaction

Price discounts represent strategic tools employed to attract additional customers and enhance their satisfaction. Hasim and Lestari (2022) explained that price discounts constitute temporary reductions in product prices from their standard rates for specified periods.

H2: Price discounts significantly influence ShopeeFood customer satisfaction.

The Influence of Application Usability on Customer Satisfaction

Application usability can substantially impact customer satisfaction. Setyarko (2016) stated that application usability reflects the extent to which consumers expect information technology to avoid creating adaptation difficulties, whether physical or mental. Enhanced application usability correlates with elevated customer satisfaction levels.

H3: Application usability significantly influences ShopeeFood customer satisfaction.

RESEARCH METHODOLOGY

This study employs a quantitative research approach. According to Hardani (2020), quantitative research constitutes a methodology grounded in positivist philosophy, utilized to investigate populations or samples through systematic

measurement and statistical analysis. Hardani (2020) asserted that within quantitative research, the population represents the generalization domain or totality comprising objects or subjects possessing specific qualities and characteristics predetermined by researchers for examination and subsequent conclusion formulation. The population for this research encompasses all ShopeeFood users within the Surabaya metropolitan area.

The sampling technique employed in this study utilizes non-probability sampling, specifically saturated sampling. Hardani (2020) defined saturated sampling as a technique for sample determination wherein all members of the population serve as samples. Consequently, the researcher adopted the Kang (2021) formula, which stipulates that sample size calculation involves multiplying the number of indicators by five to ten. Given that this research incorporates 15 indicators and the researcher selected five as the multiplication factor, the required sample comprises 75 ShopeeFood customers in Surabaya.

The data collection technique for this research employs field research through questionnaire distribution to respondents. Hardani (2020) characterized questionnaires as data collection instruments implemented by formulating questions related to indicators of each variable under investigation, subsequently distributed to predetermined respondents. This study utilizes primary data, which were obtained directly from the research subjects. The primary data source for this investigation derives from research respondents, specifically ShopeeFood customers in Surabaya.

This research incorporates independent (predictor) and dependent (criterion) variables. The independent variables comprise Service Quality, Price Discount, and Application Usability, while the dependent variable is Customer Satisfaction. Service Quality represents customers' evaluation of ShopeeFood services in Surabaya, encompassing comfort and optimal experiences when utilizing the service. The indicators for service quality in this study, according to Setiawan and Maskan (2017), include: ShopeeFood's capability to deliver orders punctually, food orders consistently meeting expectations, couriers demonstrating professional conduct when delivering orders, and ShopeeFood's responsiveness to customer requests or inquiries through the application.

Price Discount constitutes factors provided by ShopeeFood to customers in Surabaya that can influence customer satisfaction in service utilization. The indicators for price discounts in this research, based on Nabila et al. (2024), encompass: perception that ShopeeFood offers substantial price discounts, the extent to which discount magnitude influences usage frequency, and satisfaction experienced when favorite products receive price reductions.

Application Usability denotes the convenience in accessing and utilizing features within the ShopeeFood application to facilitate customer ordering processes. The indicators for application usability in this study, according to Sitinjak et al. (2025), include: ShopeeFood application possessing a user-friendly

interface, the application enabling customers to save favorite orders, clear application display preventing confusion when utilizing various features, ease of application use both at home and while traveling, and the application's learnability within short timeframes, even for inexperienced users.

Customer Satisfaction represents the assessment provided by customers regarding their experiences in utilizing ShopeeFood services. The indicators for customer satisfaction in this research, based on Meithiana (2019), comprise: service quality meeting expectations, perception that ShopeeFood delivers superior service compared to alternative food delivery platforms, and willingness to recommend ShopeeFood services to others.

This research employs multiple linear regression analysis as the primary analytical method. Multiple linear regression constitutes a data analysis technique incorporating two or more variables, namely independent and dependent variables (Hardani, 2020). This analysis aims to examine the linear relationship between independent and dependent variables. Descriptive analysis technique represents a method for presenting data in simple and clear formats without seeking causal relationships (Hardani, 2020; Sugiyono, 2017). This technique facilitates understanding of data patterns or characteristics through numerical measures such as means, percentages, or distributions.

The validity test aims to measure the validity or accuracy of a questionnaire (Latan & Ghazali, 2022). Questionnaire validity can be assessed through correlation between item scores and the total variable score. The criterion establishes that questionnaires are supported by Pearson correlation values exceeding 0.3 and Sig. (2-tailed) values below 0.05. The reliability test determines the extent to which measurements using identical objects yield consistent data (Sugiyono, 2017). A questionnaire is considered reliable when respondent answers remain consistent across repeated measurements. In this research, reliability testing was determined based on Cronbach's Alpha values. A questionnaire is deemed reliable when Cronbach's Alpha values exceed 0.60.

Multiple linear regression analysis was utilized to determine the magnitude of influence exerted by service quality, price discounts, and application usability on customer satisfaction. The equation for multiple linear regression employed in this study is: $CS = \alpha + \beta_1SQ + \beta_2PD + \beta_3AU + \epsilon$, where CS represents Customer Satisfaction, SQ represents Service Quality, PD represents Price Discount, AU represents Application Usability, α represents the constant (intercept), β_1 , β_2 , β_3 represent regression coefficients for each independent variable, and ϵ represents the error term.

The normality test aims to examine whether, in the regression model, the disturbance or residual variable possesses normal distribution (Hardani, 2020). To test normality, Asymp.Sig (2-tailed) values exceeding 0.05 indicate normal distribution. An alternative method involves examining the P-P plot with the following criteria: when data points follow the diagonal line without dispersing far

from it, residuals conform to normal distribution requirements; when points scatter away from the diagonal line and fail to follow its direction, the distribution is non-normal. The multicollinearity test aims to examine whether the regression model exhibits correlation among independent variables (Hardani, 2020). A regression model is considered robust when no correlation exists among independent variables. Multicollinearity testing can be assessed through Tolerance values or Variance Inflation Factor (VIF) values: if tolerance values exceed 0.1 and VIF values remain below 10, multicollinearity is absent. The heteroscedasticity test determines whether the regression model exhibits variance inequality in residuals across observations (Hardani, 2020). Homoscedasticity occurs when residual variance remains constant across observations, whereas heteroscedasticity manifests when variance differs between observations.

The F-test functions to identify and examine whether the regression model demonstrates significant influence from independent variables on dependent variables simultaneously (Hardani, 2020). In this research, the F-test serves to examine the simultaneous influence of service quality (SQ), price discount (PD), and application usability (AU) variables on customer satisfaction (CS). When significance values fall below 0.05, the variables can be effectively utilized for prediction purposes. The coefficient of determination represents a test employed to identify and measure the capacity to explain variation (fluctuations) in independent variables' influence on dependent variables (Hardani, 2020). When R^2 approaches zero, the influence of independent variables on dependent variables diminishes, and vice versa. Hypothesis testing was conducted on each regression coefficient individually to determine the extent to which independent variables influence the dependent variable using the t-test at significance level $\alpha = 0.05$ (Hardani, 2020). The testing criteria are: if the t-statistic value exceeds 0.05, the null hypothesis is accepted, indicating that the independent variable does not exert significant influence on the dependent variable partially. Conversely, if the t-statistic value falls below 0.05, the null hypothesis is rejected, demonstrating that the independent variable significantly influences the dependent variable partially.

RESULT AND DISCUSSION

Descriptive Statistics

Table 1 Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	29	38,7%
Female	46	61,3%
Total	75	100%

Source: Primary Data, 2025 (processed)

According to Table 1, the majority of respondents in this study were female, comprising 46 individuals with a percentage of 61.3%. Meanwhile, male respondents total 29 individuals, representing 38.7% of the sample.

Table 2 Respondent Characteristics by Age

Age Range	Frequency	Percentage
17-25	42	56%
26-35	21	28%
≥ 36	12	16%
Total	75	100%

Source: Primary Data, 2025 (processed)

Based on Table 2, the majority of respondents in this research fell within the age range of 17 to 25 years, totaling 42 individuals with a percentage of 56%. This was followed by respondents aged 26 to 35 years, numbering 21 individuals with a percentage of 28%. Respondents aged above 36 years comprised 12 individuals, representing 16% of the sample.

Descriptive Analysis of Research Variables

Scores ranging from 1 to 5 were employed to measure respondent perceptions regarding the variables of service quality, price discount, application usability, and customer satisfaction. The formula utilized for interval classification is as follows:

$$\text{Class Interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}} = \frac{5-1}{5} = 0,8$$

Table 3 Interval Classification

Value Interval	Category	Value
4,20 x 5,00	Strongly Agree	5
3,40 x 4,20	Agree	4
2,60 x 3,40	Moderately Agree	3
1,80 x 2,60	Disagree	2
1,00 x 1,80	Strongly Disagree	1

Source: Hardani (2020)

Validity Test

The validity test was employed to ascertain whether the questionnaire utilized in this research was valid. The validity test results for this study are presented as follows:

Table 4 Validity Test Results

Variable	Item	pearson correlation	Sig.	Status
Service Quality	KPe1	0,783	0,000	Valid
	KPe2	0,757	0,000	Valid
	KPe3	0,829	0,000	Valid

Variable	Item	pearson correlation	Sig.	Status
Price Discount	KPe4	0,811	0,000	Valid
	PH1	0,818	0,000	Valid
	PH2	0,721	0,000	Valid
	PH3	0,557	0,000	Valid
Application Usability	KPA1	0,739	0,000	Valid
	KPA2	0,718	0,000	Valid
	KPA3	0,743	0,000	Valid
	KPA4	0,758	0,000	Valid
	KPA5	0,793	0,000	Valid
Customer Satisfaction	KP1	0,804	0,000	Valid
	KP2	0,757	0,000	Valid
	KP3	0,819	0,000	Valid

Source: Primary Data, 2025 (processed)

Based on Table 4, the analysis results demonstrate that all questionnaire items for the variables of service quality, price discount, application usability, and customer satisfaction yielded valid data, evidenced by Pearson correlation values exceeding 0.3 and Sig. (2-tailed) values below 0.05.

Reliability Test

Table 5 Reliability Test Results

Variabel	Cronbach's Alpha	Status
Service Quality	0,805	Reliable
Price Discount	0,703	Reliable
Application Usability	0,805	Reliable
Customer Satisfaction	0,706	Reliable

Source: Primary Data, 2025 (processed)

According to Table 5, all questionnaire items for the variables of service quality, price discount, application usability, and customer satisfaction demonstrated Cronbach's Alpha values exceeding 0.60. Consequently, all variables can be considered reliable and trustworthy for utilization in this research.

Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Results

Research Variable	Regression Coefficient	Std. Error	Std. Coefficients
Constant	1,035	0,635	-
Service Quality (SQ)	0,110	0,100	0,128
Price Discount (PD)	0,254	0,117	0,234
Application Usability (AU)	0,402	0,128	0,350

Source: Primary Data, 2025 (processed)

The following represents the multiple linear regression equation employed in this research:

$$CS = 1.035 + 0.110 SQ + 0.254 PD + 0.402 AU + \varepsilon$$

Normality Test

Table 7 Normality Test

Unstandardized Residual	
Kolmogorov-Smirnov Z	0,101
Asymp.Sig (2-tailed)	0,058

Source: Primary Data, 2025 (processed)

From the results presented in Table 7, the Asymp.Sig (2-tailed) value was determined to be 0.058. This value indicates a normal distribution, as the significance value exceeds 0.05. Consequently, the assumption or requirement of normality in the regression model of this research has been fulfilled. The normality testing results using the P-P plot demonstrate the following outcomes:

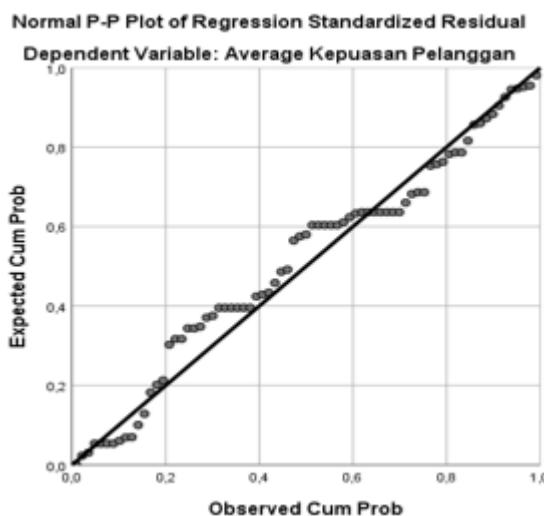


Figure 3 Normality Test Results Using Normal P-P Plot

Source: Primary Data, 2025 (processed)

Multicollinearity Test

Table 8 Multicollinearity Test Results

Variable	Regression Coefficient	Standardized Coefficients
Service Quality (SQ)	0,742	1,347
Price Discount (PD)	0,856	1,168
Application Usability (AU)	0,804	1,244

Source: Primary Data, 2025 (processed)

Based on Table 8, the variables of service quality (SQ), price discount (PD), and application usability (AU) demonstrated tolerance values exceeding 0.1 and

VIF values below 10. This indicates the absence of correlation among independent variables, thereby confirming that multicollinearity does not occur in the regression model.

Heteroscedasticity Test

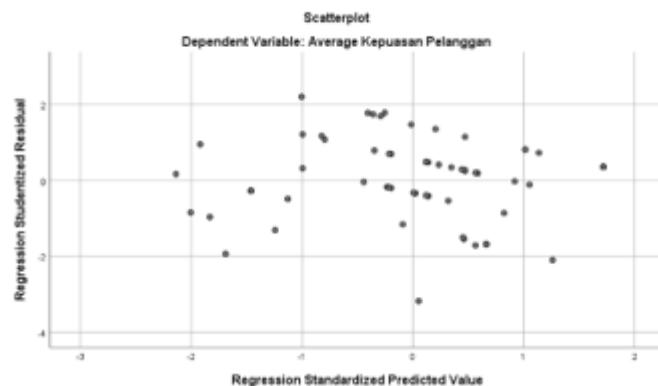


Figure 4 Heteroscedasticity Test Results

Source: Primary Data, 2025 (processed)

As observed in Figure 4, the Scatterplot graph demonstrates that data points are distributed around zero without forming distinct patterns. Consequently, these results indicate the absence of heteroscedasticity in the regression model.

F-Test (Model Fit Test)

The F-test was employed to determine whether the variables of service quality, price discount, and application usability simultaneously influence customer satisfaction. The F-test results are as follows:

Table 9 Model Feasibility Test Results

	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	4,301	3	1,434	9,895	0,000 ^b
Residual	10,286	71	0,145		
Total	14,587	74			

Source: Primary Data, 2025 (processed)

According to Table 9, the significance value was determined to be 0.000, which is below 0.05. These results indicate that the regression model is appropriate for examining the influence of service quality (SQ), price discount (PD), and application usability (AU) on customer satisfaction (CS).

Coefficient of Determination (R^2)

Table 10 Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,543 ^a	0,295	0,265	0,38062

Source: Primary Data, 2025 (processed)

Based on Table 10, the coefficient of determination (R Square) value was calculated as 0.295 or 29.5%. This indicates that 29.5% of the variation in customer satisfaction (CS) can be explained by the variables of service quality (SQ), price discount (PD), and application usability (AU), while the remaining 70.5% is influenced by other factors not examined in this research.

t-Test (Partial Hypothesis Test)

Table 11 Hypothesis Test Results

Variable	t	Sig.	Status
Constant	2,597	0,011	Significant
Service Quality (SQ)	0,869	0,388	Significant
Price Discount (PD)	2,969	0,004	Significant
Application Usability (AU)	2,367	0,020	Significant

Source: Primary Data, 2025 (processed)

The results of the hypothesis tests, presented in Table 11, provide a clear delineation of the relationships between the independent variables and customer satisfaction. The analysis reveals that Service Quality does not exert a significant influence on ShopeeFood customer satisfaction, as evidenced by a significance value greater than 0.05 ($p = 0.388$); consequently, hypothesis H1 is rejected. In contrast, Price Discounts demonstrate a significant and positive influence, with a significance value less than 0.05 ($p = 0.004$), leading to the acceptance of H2. Similarly, Application Ease of Use shows a significant and positive effect, confirmed by a significance value of 0.020, which supports the acceptance of H3.

The Effect of Service Quality on Customer Satisfaction

The findings demonstrate that Service Quality does not significantly affect the satisfaction of ShopeeFood customers in Surabaya. This is corroborated by a significance level of 0.388, which exceeds the 0.05 threshold, leading to the rejection of the hypothesis. This finding aligns with the studies by Deliyana et al. (2022) and Wijaya et al. (2023) but contradicts the work of Binaraesa et al. (2021). The non-significant relationship in this context could be attributed to the nature of online food delivery services, where digital interface and pricing promotions might overshadow traditional service quality metrics, suggesting that customers may prioritize other factors in their evaluation (Rita et al., 2019).

The Effect of Price Discounts on Customer Satisfaction

The analysis confirms that Price Discounts significantly and positively influence customer satisfaction. This finding is consistent with the theory proposed by Tjiptono and Chandra (2019) and with previous studies by Iswati and Rustam (2022) and Sirait et al. (2022). The potency of price discounts in driving satisfaction underscores the price sensitivity of consumers in the competitive online food delivery market (Urošević & Dukić, 2024). However, this outcome is inconsistent with the research of Fachri and Waruwu (2022), highlighting that the effect of discounts may be subject to contextual variations, such as different consumer segments or competitive landscapes.

The Effect of Application Usability on Customer Satisfaction

The results indicate that Application Ease of Use is a significant determinant of customer satisfaction. This finding is in accordance with the theory from Maskuri et al. (2019) and corroborates the studies by Iswati and Rustam (2022) and Kilay et al. (2022). A user-friendly application interface is a critical success factor for digital platforms, as it reduces cognitive effort and enhances the overall user experience (Venkatesh et al., 2012). Nevertheless, this result diverges from the research of Deliyana et al. (2022), indicating that the impact of ease of use may be moderated by other application-specific features or user familiarity with technology.

It is important to consider the limitations of this study when interpreting these findings. The research was geographically confined to ShopeeFood customers in Surabaya, and thus the results may differ if replicated in other cities with varying demographic and competitive landscapes. Furthermore, the focus on only three primary variables means the findings provide a limited explanation of the comprehensive array of factors influencing customer satisfaction. Future research could build upon this work by incorporating other pertinent variables, such as perceived value or delivery speed, to provide a more holistic model.

CONCLUSION

Based on the discussion and empirical testing, it is concluded that Service Quality is not a primary determinant of customer satisfaction in the context of this study. In contrast, both Price Discounts and Application Ease of Use have significant effects. This implies that larger discounts are associated with higher levels of customer satisfaction, and that a more intuitive and easy-to-use application directly enhances customer satisfaction with the ShopeeFood service.

SUGGESTION

Based on the findings, several suggestions are proposed. For ShopeeFood management, it is recommended to enhance courier professionalism to potentially improve perceived service quality. The company should also continue to offer

substantial price discounts, communicating these promotions clearly to bolster satisfaction. Furthermore, simplifying the application's design and clarifying its menus and navigation would improve the user experience. For future research, it is advisable to build upon this study by incorporating other pertinent variables that may affect customer satisfaction and by expanding the sample size and geographical scope to enhance the generalizability of the findings.

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